

Tobacco Education and Research Oversight Committee (TEROC) Meeting Agenda

Monday, April 12, 2004
10:00 a.m. – 5:00 p.m.

California Department of Health Services
Training Rooms B and C (First Floor)
1500 Capitol Avenue
Sacramento, California

10:00 – 10:15	Welcome and Introductions	Kirk Kleinschmidt
10:15 – 10:20	Approval of Minutes from the January 20, 2004, Meeting; Correspondence; Announcements	Kirk Kleinschmidt
10:20 – 10:35	Environmental Developments <u>Expected outcome:</u> <ul style="list-style-type: none">• Discuss major tobacco-related news	Kirk Kleinschmidt
10:35 – 10:55	Board of Equalization (BOE) <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn status of tobacco retail licensing implementation• Learn of BOE projections for revenue enhancement for Health Education Account and Research Account from enforcement actions	Dennis Maciel, BOE
10:55 – 11:15	Legislative Update <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn status of tobacco-related legislation, including budget process• Determine TEROC position on legislation	Jamie Morgan, American Heart Association
11:15 – 11:45	Budget Update <u>Background:</u> With the 40 percent cut to the Tobacco-Related Disease Research Program (TRDRP), \$11 million to the Tobacco Control Section (TCS), and \$5 million to the Department of Education (CDE) in the Governor's January 2004 budget proposal, severe adjustments to current programs will need to be made <u>Expected outcome:</u> <ul style="list-style-type: none">• Review recommended principles (from May 2003 meeting) for making programmatic cuts• Learn about program changes by agency with funding• Discuss impact of Year Two budget cuts on the Master Plan (MP) goal of achieving a ten percent or less adult smoking rate by 2007	Larry Gruder, TRDRP Meredith Rolfe, CDE Robin Shimizu, TCS

11:45 – 1:00

LUNCH BREAK

1:00 – 1:30

Secondhand smoke in Indian casinos (continued)

- TEROC Task Force report regarding worksite smoking bans in Indian casinos
- Hear member issues and suggestions for TEROC action

Task Force
Members

1:30 – 2:00

Cessation Policy

Background: Over the last three meetings we have heard cessation reports from Medi-Cal fee-for-service and managed care, and the Next Generation Tobacco Control Alliance. One of the six primary MP recommendations focuses on expanding cessation policy

Expected Outcome:

- Member discussion on policy recommendations for improving access to cessation services in California

Kirk Kleinschmidt

2:00 – 2:50

Progress Toward MP Objective Number 3, *“Work toward eliminating disparities and achieving parity in all aspects of tobacco control.”* (Continued)

Expected outcome:

- Learn strategies used by CDE and the University of California. Discuss any systemic issues that enhance or hinder progress toward achieving the objective
- Discuss specific recommended strategies, such as cultural competency standards and mechanisms for inclusion
- Discuss the effect potential funding declines may have on this objective, and any safeguards

Kirk Kleinschmidt

2:50 – 3:20

Department of Health Services (DHS) – TCS Report

Expected outcome:

- Review program updates in relation to the TEROC MP
- Review new ads produced and learn of new creatives
- Hear progress on new ad concepts, focus group responses, and approval status
- Hear TCS next steps from the March evaluation meeting with CDE

Dileep G. Bal,
Colleen Stevens,
Jon Lloyd

3:20 – 3:35

BREAK

3:35 – 4:05

CDE Report

Background: At the January 2004 TEROC meeting, tentative approval was given to the proposed changes to the Tobacco Use Prevention Program (TUPE)

Expected outcome:

- Learn CDE position on TUPE Task Force recommendations
- Learn feedback on TUPE recommendations from TCS Local Lead Agencies
- Determine TEROC positions on the TUPE recommendations
- Hear CDE next steps from the March evaluation meeting with DHS
- Learn recent program updates in relation to MP

Meredith Rolfe,
John
Lagomarsino

4:05 – 4:25

University of California – TRDRP Report

Expected outcome:

- Learn recent program updates in relation to MP
- Hear progress for hiring Director

Larry Gruder

4:25 – 4:45

Public Questions and Comments

Kirk Kleinschmidt

4:45 – 5:00

Member Discussion

Expected outcome:

- Hear member issues and suggestions for TEROC action

Kirk Kleinschmidt

5:00

Adjourn

Next TEROC Meeting: June 1, 2004, Sacramento

For information about this meeting, contact Kathony Jerauld at (916) 449-5492, or email kjerauld@dhs.ca.gov